

Message Text

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ACTION CU-04

INFO OCT-01 EUR-06 IO-03 ISO-00 /014 W

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P 121446Z DEC 73

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC PRIORITY 4577

INFO USIA WASHDC PRIORITY

USMISSION GENEVA PRIORITY

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USIA FOR IEE; STATE FOR CU/CP, GENEVA FOR GUY CORIDEN

E.O. 11652: N/A

TAGS: OEXC, UR

SUBJ: EXCHANGES: CULTURAL PRESENTATIONS: OPRYLAND ALTERNATIVES

REF: (A) STATE 240051 (B) MOSCOW 14940

1. AS EXPLAINED REFTEL B, EMBASSY'S MAIN DIFFICULTY WITH OPRYLAND IS ITS APPARENT LACK OF QUALITY AND GENUINENESS AND ITS INABILITY TO PRESENT GOOD AMERICAN COUNTRY MUSIC. WORDY, COMPLEX FORMAT, DEPENDING HEAVILY ON ENGLISH LANGUAGE AND NATIVE AMERICAN CULTURAL EXPERIENCE FOR AUDIENCE UNDERSTANDING, ALSO AN IMPEDIMENT. DEPT REQUESTED CONTINUE SEARCH FOR APPROPRIATE REPLACEMENT TO OPRYLAND.

2. ORIGINAL GOAL FOR THIS EVENT WAS TO PRESENT CURRENT POPULAR U.S. MUSIC GROUP OF HIGHEST QUALITY DURING CALENDAR YEAR 1974. OUR INTENTION IS FOR SUCH GROUP TO REACH FAIRLY LARGE SOVIET AUDIENCE. SINCE ROCK IS NOT FEASIBLE AT THIS TIME, EMBASSY FEELS A BASIC COUNTRY MUSIC PROGRAM COULD BE POPULAR ALTERNATIVE.

3. EMBASSY PROPOSALS FOR SPECIFIC GROUPS ARE ONLY SUGGESTIVE, FOR DEPARTMENT AND MUSCI PANEL CONSIDERATION. BELIEVE BEST APPROACH WOULD BE HIGH QUALITY GROUP OF ABOUT TWENTY PERSONS MAXIMUM, LED BY AN ATTRACTIVE STAR. THE GROUP'S REPERTOIRE

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COULD INCLUDE VARIOUS KINDS OF POPULAR AND TRADITIONAL AMERICAN

COUNTRY MUSIC, INCLUDING SOME BLUE GRASS. THESE THREE POINTS ARE ESSENTIAL TO PROPOSAL: (1) BASIC COUNTRY MUSIC, (2) ADDED CAPABILITY OF BLUE GRASS AND (3) STAR.

4. TIMING: EARLY FALL 1974 (SEPTEMBER) IF MARCH IS IMPOSSIBLE.

5. RE REFTTEL (A), PARA. 6: EMBASSY WISHES CLARIFY WE DO NOT MEAN ITINERARY OF COUNTRY MUSIC GROUP WOULD BE EXCLUSIVELY IN NON-RUSSIAN REPUBLICS.MELEN CAMP

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973MOSCOW15509
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731229/aaaaavlb.tel
Line Count: 70
Locator: TEXT ON-LINE
Office: ACTION CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: (A) STATE 240051 (B) MOSCOW 14940
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 27 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27-Sep-2001 by martinml>; APPROVED <06-Dec-2001 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EXCHANGES: CULTURAL PRESENTATIONS: OPRYLAND ALTERNATIVES
TAGS: OEXC, UR
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005